Agenda
POINT Board Meeting
June 28, 1989

7:30-8 — 1. Review changes in fundraising materials, continue discussion and make decision on whether the Board wants to focus fundraising on endowment, specific projects, or both.

8-8:30 — 2. Status of WELL and decision on whether Board is interested in pursuing third party buyout of NETI. – not yet. Mike & Doug to nego. initial offer.

8:30-9 — 3. Status of POINT "for profit" and decision on whether Board wants to pursue this option further. stay non-profit although may be other ways to involve publisher

9-9:30 — 4. Discussion of whether POINT needs Chairman of the Board.

Minutes from 6/23 POINT Board Meeting

Attending: Stewart Brand, Doug Carlston, Bob Fuller, Paul Hawken, Huey Johnson, Kevin Kelly, Susan Frank.

1. Fundraising Materials

Susan reviewed current draft packet which was generally well received by selected outside critics. Response card could be personalized and future layout upgraded.

Paul felt the overall look needed some updating. If we're telling our audience something new, the graphics need to reflect a newer Whole Earth. The text also needs to reflect a new commitment to revitalize the Whole Earth venture and make it larger.

Board directed Susan to make changes for review at next Board meeting. Once approved, we print.

2. Fundraising Goal

Discussion about whether we should raise these funds for an endowment, for specific projects, or both.

Huey felt the stability of the magazine should be the priority, and funds should raised to cover operating expenses for WER first and then for an endowment.

Paul felt we should fund new Institute as well as an endowment. He felt the Institute could help reconfigure the organization, bringing new money, people and ideas to the Whole Earth venture. Insititue should be the focus, with WER and a variety of new projects under its umbrella.

Doug felt the endowment was essential for the long term health of Whole Earth. He suggested that we focus campaign on endowment, with project funding available for those who wanted their donation to go to specific area of interest.

Stewart felt the fundraising should create a capital base for the activities of the Institute. He liked idea of founders circle as way to bring new energy and ideas to Whole Earth.

3. Next Steps

Next meeting set for Wednesday, June 28th, 7:30 pm on Stewart's boat to continue conversation. Bob Fuller asked to chair meeting which he generously agreed to do.

Draft Rewrite of THE FUTURE, by Paul S. Davis, 6/28/89

For the next twenty years, our image of ourselves will continue to change, reshaped by use of new information technologies, informed by a deeper understanding of our environment, and driven by the power of our early goals and the breadth of our accumulated knowledge. Whole Earth is preparing for that future with the creation of the Whole Earth Institute. We invite you to join us.

Whole Earth Institute is a comprehensive revitalization of our organization, dedicated to influencing the future with the same kind of exciting approaches that have long been our hallmark. By linking people and information together, sharing ideas and resources in new ways, we can all act on the needs of the '90s: ecological restoration and coping with the world-wide societal transformations produced by new technologies.

To lay the foundation for this effort, Whole Earth has begun what is for it an unprecedented capital drive. The history of Whole Earth is the story of talented people turning out amazing results with extremely limited resources, but it has become clear that there is a point where the limitations on our resources become impediments to achieveing our goals. For the work ahead, Whole Earth needs a financial base to ensure stability, so that it can continue promoting ecological, self-sustaining solutions, providing access to new tools and ideas, and bringing people of shared interests together in interesting and dynamic ways.

(Description of endowment. Founders Circle? Description of immediate need for funds--"leaky office plaint"? Ideas?)

Once this foundation is laid, Whole Earth can move forward, while maintaining our magazine Whole Earth Review as a focus and a channel for communication. New projects, some of which are already in preparation, as well as ones yet to be proposed as a result of the Whole Earth Institute drive, will spring forth.

(Descriptions of Restoration and Resource Bank projects? Talk about future conferences, etc?)